



CC: All Reps

March 16, 1993

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RE: CAMEL Special Lights Introduction

Gentlemen:

As we approach our April 5th down-the-street introduction date for CAMEL Special Lights, it's important that I re-emphasize a few points. The primary point is the success of this new brand will have a great influence on the decision to introduce any future Full Price brands. We must give 110% on this brand to ensure it is a winner in the marketplace. To accomplish this objective, we must achieve the following:

- \* Place this brand in any retail outlet where Marlboro Lights sell well, in other words, EVERYWHERE!
- \* "High Consumer Awareness" can only be achieved if we do an outstanding job placing point-of-sale advertising. Use Philip Morris' Adventure Team advertising dominance at retail as a minimum objective for your Sales Force. Let's see CAMEL Special Lights posters, OPM transparencies, Y-Signs and banners everywhere. Let's show our competition how it should be done!
- \* "Consumer Trial" can only be achieved if we display CAMEL Special Lights in 100% of the retail calls in the Region. Spread the B1G1F product over a large percentage of calls (do not load-up any stores). Fully explore placements of 40-packs, 30-packs, vpr promotional displays and premium displays, with an objective of at least one CAMEL Special Lights display in each retail call.
- \* And last, let's get this brand on the street as quickly as possible beginning April 5th.

"We work for smokers."

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We now have a large percentage of newer Sales Representatives that have never experienced a new brand introduction of this nature . . . . the way we used to do it years ago. It is extremely important that you and your Entry Level Managers spend as much time as possible with your people to demonstrate how this D-T-S effort should be done. After all, you are the experts!

Let's show the Sales Area what the New Jersey Region can do.

Sincerely,



M. A. Young

MAY/ams

cc: E. M. McAtee

Attachment

M-4

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**CAMEL SPECIAL LIGHTS INTRODUCTION****New Jersey Region****"Updated 3/13/93"**

CARTONS SOLD (pb/ob/exch/cash/do)				Ave. Sales per S/R	Total Displays Placed	Ave. per S/R	Ave. call count April
Camel S. s/p  (optional)	Camel S. Box	Camel S.B.100	TOTAL cartons				
1222	184	496	446	1,126	94 ctn.	Intro. begins 4/5/93	
1226	195	2,158	1,781	4,134	345 ctn.		
1228	338	1,939	1,263	3,540	354 ctn.		
1230	346	576	419	1,341	122 ctn.		
1232	38	353	299	690	69 ctn.		
1200	1,101	5,522	4,208	10,831	197 ctn.		

	DISTRIBUTION				Dist. in TOTAL Calls	COVERAGE		
	K calls	A calls	B calls	C calls		Monthly	Qtrly.	D calls
1222	0%	0%	0.40%	0.20%	0.10%	Intro. begins 4/5/93		
1226	7.40%	9.90%	5.70%	0.60%	3.40%			
1228	5.50%	5.40%	2.50%	1.70%	2.80%			
1230	10.90%	12.60%	13.40%	3.20%	8.60%			
1232	7.40%	6.70%	5.60%	3.80%	3.80%			
1200	5.30%	7.20%	4.90%	1.70%	2.40%			

CSL.xls.

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